

Town of Gilbert

Sponsorship Opportunities



2013-2014

Gilbert, Arizona is a community of impressive variety and abundance of opportunities, offering a genuine quality of life that translates to a thriving and diverse community. From the residents, to employers locating or expanding into the community, to entertaining prospective business clients, Gilbert offers a lively variety of experiences that showcase both natural and cultural diversity as well as historical and modern amenities.

MISSION STATEMENT: We are a service organization committed to enhancing quality of life and serving with integrity, trust and respect.

Gilbert's current population of 218,397 has doubled every five years since 1980. With attractive demographics, award-winning amenities, strategically identified business incentives and high-profile developments, Gilbert offers immediate, attainable economic opportunity for industry leading companies.



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In this booklet you'll discover some of the great sponsorship opportunities that the Town of Gilbert Parks and Recreation Department has to offer your company or organization. From our large-scale events such as the *Gilbert Days Parade and Festival*, to the smaller targeted event such as our *Concerts in the Park*. We offer options to fit all your needs...and budget. For more information about sponsorship opportunities contact:

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Concerts in the Park



Event Description:


The Concerts in the Park Series is held at the beautiful Freestone Park Amphitheatre. The site is picturesque, with the sparkling waterfall into the lake, wooden bridge, and adventurous waterfowl. The community really comes out for these concerts. Mom and dad sit on their blanket covering the grass, while the kids sit upfront at the edge of the stage soaking in the rhythm filling the air. The concert series features local performers from a variety of genre, making each night enjoyable for all.

Location: Freestone Park Amphitheatre ♦ 1045 E. Juniper Rd.

Average Attendance: 600 per concert

2013 Fall Series Dates: October 10, November 7

2014 Spring Series Dates: March 6 , April 3, May 8 and June 5

	Presenting Sponsor \$2,000 Includes all Concerts	Concert Sponsor \$500 Per Concert	Community Sponsor \$100 Per Concert
On-Site Booth Canopy, table, 2 chairs	X	X	Booth space, table, 2 chairs
Live Announcements	X	X	X
Inclusion in Direct E-Mail 3 blasts	X	X	
Inclusion in Pre/Post Media — Internet Social Media Posts—2 per concert	X	X	
Inclusion in Newspaper Ads	X	X	
Event Signage Banner	X	X	
Logo in Event Promotional Pieces	X	X	
Inclusion in Event Web Page and Promotional Video	X		

Veteran's Day Ceremony

Event Description:

Celebrate your patriotism and American pride and honor all our veterans! Ceremonies feature presentation of colors, music by local schools, special guest speakers, food and refreshments, and much more.

*Sponsors must meet theme of event to be on site.

Date: November 7, 2013

Time: 11:00am

Location: Gilbert Civic Center
50 E. Civic Center Drive


Attendance: 500+





Sponsorship Opportunities



	Red Sponsor \$1,000	White Sponsor \$500	Blue Sponsor \$250
Inclusion in Event Program	X	X	X
Live Announcements	X	X	X
Inclusion on Event Signage	X	X	X
Inclusion on Event Promotional Materials	X	X	
On-Site Booth Canopy, table, 2 chairs	X	X	
Logo on Event Web Page w/Link	X		
Inclusion in Newspaper Ads	X		



Dates: November 15, 2013

Time: 4:30pm

Location: Freestone Park
1045 E. Juniper Rd

Estimated Attendance:
1,200 participants &
3,000 spectators

Event Description:


The 29th Annual Gilbert Days 5K and 1 Mile and Family Expo is Gilbert's premiere athletic event. The event is held within the boundaries of Freestone Park, utilizing sidewalks, equestrian trails, and the main entrance to the park. With 1,200 registered runners expected, (40 %children), this race has the largest participation of youth runners in the valley. In addition, 3,000 spectators are expected. The event is kicked off with the ever so popular Mascot Race, where sponsor mascots compete for the Mascot Award and of course "bragging rights". For the runners, medals are presented to the top three finishers in 20 age divisions for both male and female 5K participants. The event is capped off with post race giveaways, the awards ceremony consisting of awards, free massages, and participants and spectators visiting vendor and sponsor booths at the event Expo.

Event History:

In 2011 the Special Events team added the Family Expo to increase health and wellness awareness among run participants.



Sponsorship Opportunities

	Presenting Sponsor \$5,000	Red Sponsor \$1,000	White Sponsor \$500	Blue Sponsor \$200
On-Site Booth Canopy, table, 2 chairs	X	X	X	Booth space table, 2 chairs
Opportunity to Provide Inserts Goody bags	X	X	X	X
Race Entry Mascot	X	X	X	X
Race Entries 5K / Fun Run	X 15	X 5	X 3	
Logo 1,200 on Race T-shirts	X	X	X	
Event Signage Banners	X 3	X 2	X 1	
Inclusion in Pre/Post Media—Internet Social Media Posts	X 6	X 4	X 2	
Live Announcements	X	X	X	
Inclusion in Direct E-Mail Company 3 blasts	X	X		
Parade Entry or On-Site Booth Space at Gilbert Days Festival November 23, 2013	X	X		
Inclusion in Event Promotional Materials	X	X		
Company Name/Logo Mentioned in Promotional Video	X			
Inclusion in all Newspaper, Radio and TV Ads	X			
Event Signage Banner at Start/Finish Line	X			
Logo on 1,200 Bags (part of race packet)	X			
Logo on Event Web Page w/Link	X			

Gilbert Days

"All American" Red White and Blue Parade

Event Description:

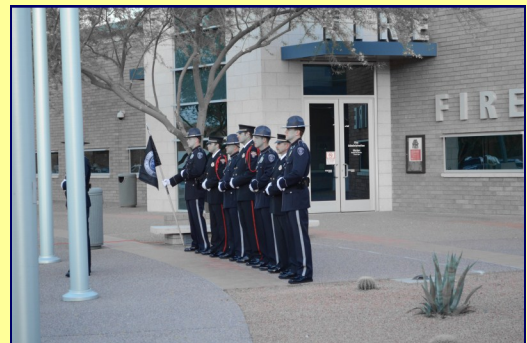
The Gilbert Days parade has a long tradition of being the premiere event for Gilbert Days. The parade is a celebration of our Town's heritage and involves local businesses, non-profit organizations, special interests groups and schools.

Event Date: November 23, 2013


Parade: 9:00am-11:00am
Gilbert Road

Estimated Attendance: 10,000+

Gilbert Days Parade Partner



Sponsorship Opportunities

	Gilbert Days Parade Presenting Sponsor \$8,000	Parade Division Sponsor \$1,500	Friends of the Parade \$250
Parade Benefits			
Complimentary Parade Entry	6	1	1
Inclusion in Parade Announcements 4 Announcement Stands	X	X	X
Inclusion in Pre/Post Media—Internet Social Media Posts	X 6	X 4	X 2
Naming Rights Parade Division w/Parade Banner	X	X	
Inclusion In Event Promotional Pieces	X	X	
Parade Balloon or Float	X	X	
Media and Advertising Benefits			
Logo on Parade Banner In Downtown Gilbert	X		
Inclusion in Direct E-mail 3 blasts	X		
Logo on Event Web Page w/Link	X		
Inclusion in Radio & TV Ads	X		
Inclusion in Newspaper Ads	X		
Business Exclusivity	X		

5th Annual Gilbert Day Red White and Blues Festival



November 23, 2013

12pm-9pm

Gilbert Civic Center 50 E. Civic Center Drive

Estimated

Attendance: 10,000+



This first year event is themed to celebrate America and our Gilbert heritage and is spread out over our Civic Center Lawn.

The event will include two stages of musical entertainment, Western Heritage attractions and games, All American vendors, food, beverage and sponsor booths.



**Gilbert Days
Festival
Presenting
Sponsor
\$10,000**

**Festival
Red
Sponsor
\$2,000**

**Festival
White
Sponsor
\$600**

**Festival
Blue
Sponsor
\$400**

On-Site Festival Benefits

On-Site Booth Canopy, table, 2 chairs	X	X	X	Booth space table, 2 chairs
Event Signage Banners	4	3	1	1
Live Announcements Festival	X	X	X	X
Complimentary Admissions	25	10	3	3
Hospitality Opportunities	25	10	6	3
Performance Opportunities Complimentary Admissions for Performers	2 30 Minute w/ 100 tickets	2 30 Minute w/ 100 tickets	2 30 Minute w/ 100 tickets	
Naming Rights Stage/Activity Area	X	X		
Inclusion in Newspaper Ads	X	X		
Inclusion in Event Promotional Pieces	X	X		
Inclusion in Pre/Post Media Internet Social Media Posts	X 6	X 4		
Inclusion in Direct E-mail 3 blasts	X	X		
Logo on Event Web Page w/Link	X	X		
Business Exclusivity	X			
Inclusion in Radio & TV Ads	X			
Logo on Festival Banner in Downtown Gilbert	X			



Nights of Lights



Event Date: December 6, 2013
Time: 5:30pm-9:00pm
Location: Gilbert Civic Center
50 E. Civic Center Drive
Estimated Attendance: 5,000+



Event Description:

A fun-filled event for the whole family, featuring live entertainment, vendors, music and entertainment by various community and school groups, lighting of the Holiday Light Displays and Trees, special appearance by Santa Claus and much more.


Event History:

In 2011 the Special Events team moved this fun filled event from a Thursday evening to a Friday evening. We saw an increase of approximately 10% in our attendance.

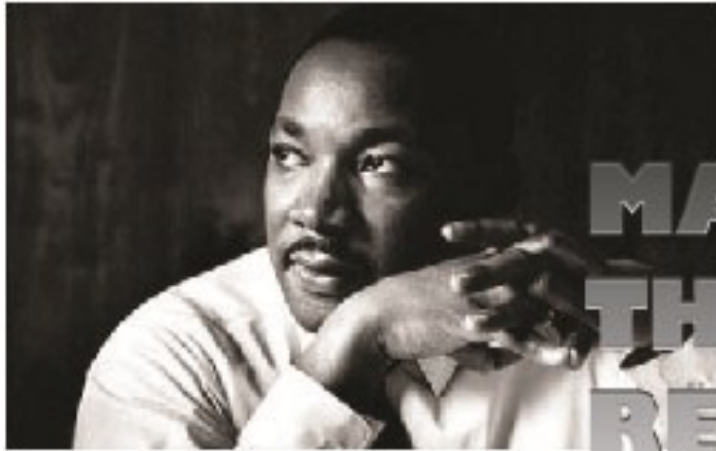


Sponsorship Opportunities



	Holiday Sponsor \$8,000	Snowflake Sponsor \$1,000	Reindeer Sponsor \$500
Inclusion in Slide Show Played at Main Stage During Event	X	X	X
On-Site Booth Canopy, table, 2 chairs	X	X	Booth space, table, 2 chairs
Inclusion in Event Program	X	X	X
Live Announcements	X	X	X
Holiday Tree or Light Display Naming Displayed Until January 2014	X	X	X
Stage Performance Opportunity 20-30 min. (Optional)	X	X	X
Sponsor Plaque	X	X	X
Naming Rights to Event Area	X	X	
Inclusion in Event Promotional Materials	X	X	
Inclusion in Direct E-mail 3 blasts	X		
Inclusion in Radio /TV Ads	X		
Logo on Event Web Page w/Link	X		
Inclusion in Pre/Post Media—Internet Social Media Posts	X		
Inclusion in Newspaper Ads	X		

Martin Luther King Jr. Community Celebration



January 21, 2014

**MAKE
THE DREAM
REAL**



Event Description:

Help us celebrate the life of Martin Luther King Jr. by enjoying our "Family Fun Day". The FREE event will include family entertainment of Music, Inspirational speakers, Youth Art Competition and Exhibit, fun activities, food and exhibitors.

Date: Monday, January 20, 2014

Time: TBA


Location: TBA

Attendance: 2,000 +





Sponsorship Opportunities

	Presenting Sponsor \$2,000	Community Sponsor \$500	Unity Sponsor \$250
On-Site Booth (Canopy, table, 2 chairs)	X	X	X
Inclusion in Event Program	X	X	X
Live Announcements	X	X	X
Inclusion in Promotional Materials	X	X	
Event Signage Banner	X	X	
Logo on Event Web Page w/Link	X		
Inclusion in Newspaper Ads and Promotional Video	X		



Dates: March 29, 2014
Time: 8:00am - 12:00 pm
Location: Freestone Park
 1045 E. Juniper Rd.
Attendance: 1500+

Event Description:

KA-POW! Superhero Adventure Run is a costumed run fit for the whole family with fun and challenging obstacles. Runners come dressed in their favorite superheroes costume as they participate in either the .5 Mile "Spiderman" Obstacle Run, 1 Mile "Wolverine" Obstacle Run or the 2 Mile "Superman" Obstacle Run. After you have successfully beaten the adventure course, participants can visit our "Gotham City" from 8am-12pm which will consist of, Superhero guest appearances, DJ Music, finish line refreshments, and free inflatable activities.


Event History:

In efforts to bring something new and exciting to the Town of Gilbert, the Special Events team combined a few trending idea's in races. Combining the enjoyment of dressing up for a run, the popularity of Superheroes and the challenge of obstacle races, we came up with the family friendly KA-POW! Superhero Adventure Run. We then added a gathering area filled with fun activities, music and even more obstacles.





Sponsorship Opportunities

	Superman Sponsor \$5,000	Wolverine Sponsor \$1,000	Spiderman Sponsor \$500	Gotham City Sponsor \$200
On-Site Booth Canopy, Table, 2 chairs	X	X	X	Booth space, table, 2 chairs
Opportunity to Provide Inserts Race Packets	X	X	X	X
Live Announcements	X	X	X	
Race Entries	X 15	X 5	X 3	
Inclusion in Pre/Post Media—Internet Social Media	X 6	X 4	X 2	
Inclusion in Direct E-Mail 3 blasts	X	X	X	
Event Signage Race Course	X 4	X 2	X 1	
Inclusion in Newspaper Ads	X	X		
Inclusion In Event Promotional Materials	X	X		
Inclusion in Radio/ TV Ads	X	X		
Logo on Event Web Page w/Link	X			
Logo on 700 Race Bags	X			
Logo Placed on 700 Participant Capes	X			
Event Signage Banner on Start/Finish Line	X			



Gilbert Global Village Festival

Date: April 12, 2014

Time: 3:00pm-8:00pm

Location: Gilbert Civic Center Lawn
50 E. Civic Center Dr.

Attendance: 4,000 +




Event Description:

The 10th Annual Gilbert Global Festival is a multi-cultural celebration for all ages. The festival brings neighbors together in a friendly, educational way to learn more about each other. The world is at your doorstep with ethnic food and art and international gifts for sale.

Sponsorship Opportunities



	World Sponsor \$8,000	Nation Sponsor \$2,500	Country Sponsor \$1,000	Village Sponsor \$500
On-Site Booth Canopy, table, 2 chairs	X	X	X	Booth space, table, 2 chairs
Inclusion in Event Program	X	X	X	X
Live Announcements	X	X	X	X
Performance Opportunity 20-30 minute (Optional)	X	X	X	X
Inclusion in Direct E-Mail 3 blasts	X	X	X	
Inclusion in Event Promotional Materials	X	X	X	
Logo on Event Web Page w/Link	X	X		
Inclusion in radio, Newspaper and TV Ads and Promotional Video	X	Newspaper Ad Only		
Naming rights Stage/Activity Area	X Main Stage	X Activity Area		
Business Exclusivity	X			
Event Signage Banners	X 2			
Logo on Downtown Gilbert Banner	X			

Past Proud Town of Gilbert Sponsors



THE GILBERT REPUBLIC
gilbert.azcentral.com

